



05-C-0415

CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

March 7, 2005

President Lisa Borders and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303

RE: Tree Conservation Commission Appointment

Dear President Borders and Members of the Council:

It is a pleasure for me to appoint Page K. Gleason to serve as a member of the Tree Conservation Commission in the Lay Citizen Category for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Ms. Gleason will serve the Tree Conservation Commission with integrity and dedication.

Sincerely,

Shirley Franklin

PAGE K. GLEASON

28 Plantation Drive Atlanta, GA 30324 (404)869-9539 (home), (404)352-9829 ext. 19 (work), alupkg@yahoo.com

EXPERIENCE

UPPER CHATTAHOOCHEE RIVERKEEPER, Atlanta, GA 30318

Development Director 10/03 - present

Work closely with the Executive Director to create, maintain, execute, and administer the fundraising program for the Organization. I have a particular emphasis on building and expanding the individual giving program including increasing our overall membership, broadening and expanding the Annual Fund, developing and expanding the major gift program, and developing and executing a planned giving program. Implement and execute an Integrated Outreach Program to streamline our development, membership, and public relations activities. Manage the foundation and corporate relations program for the Organization, including prospect research, maintaining and cultivating relationships with existing donors, identifying and cultivating relationships with potential foundation and corporate donors. Write proposals, make development presentations, and personal asks for gifts to the Organization. Work in conjunction with the Special Events Director to meet the overall fundraising goals for the Organization.

GEORGIA STATE UNIVERSITY, Atlanta, GA 30303

Senior Director of Development, College of Arts and Sciences 3/99-10/03

Worked closely with the Dean and faculty to create, maintain, execute, and administer an overall fundraising plan for the College, with an emphasis on President's Society level annual gifts (\$1,000+) and major gifts (\$10,000+). Identified potential individual, foundation, and corporate prospects for the College. Established and managed volunteer advisory boards for various departments, institutes, and centers in the College. Prepared and executed cultivation, solicitation, and stewardship plans for major gift prospects and planned giving prospects. Wrote proposals, made development presentations, and personal asks for gifts to the College. Involved the Dean and key faculty in the cultivation and solicitation process. Managed college sub-campaigns launched in support of the University's Comprehensive Campaign, which included effectively managing volunteers and volunteer boards, writing and editing case statements, researching prospective donors, writing and editing proposals, cultivating prospects, and soliciting gifts. Raised over \$17 million for the College of Arts and Sciences during the Comprehensive Campaign. Managed the Faculty/Staff campaign; the college had a participation rate of over 85% in 2003, and had a giving percentage of over 70% for the previous five years. Managed and administered the College President's Society campaign focusing on annual donors of \$1,000 to the College. Supervise a Development Coordinator and two student assistants. Worked with the University Annual Fund Office to create effective telemarketing scripts and direct mail pieces for College of Arts and Sciences alumni and friends. Worked with the Publications Specialist to create publications to support various fundraising efforts, including the College of Arts and Sciences comprehensive campaign case statement. Planned and coordinated special events for college prospects and donors.

Associate Director of Development, College of Arts and Sciences 7/98-3/99

Worked closely with the Dean and Director of Development to create, maintain, execute, and administer an overall fundraising plan for the College, with an emphasis on President's Society level annual gifts and major gifts in support of the *Results* Campaign. Identified potential individual, foundation, and corporate prospects for the College. Planned and administered the Annual Fund President's Society Campaign for the College, which involved direct cultivation and solicitation of annual fund prospects of \$1,000 to the College. Wrote proposals, made development presentations, and personal asks for gifts to the College. Managed college sub-campaigns launched in support of the University's Comprehensive Campaign. Managed the Faculty/Staff campaign. Supervised a student assistant. Worked with the University Annual Fund Office to create effective telemarketing scripts and direct mail pieces for College of Arts and Sciences alumni and friends. Worked with the Publications Specialist to create an annual college-wide newsletter. Planned and coordinated special events for college prospects and donors.

Associate to the Director of Development, College of Arts and Sciences 7/97-7/98

This position was equivalent to an Assistant Director of Development. Worked with the Director of Development to create, maintain, execute, and administer an overall fundraising plan for the College. Identified potential individual, foundation, and corporate prospects for the College. Wrote proposals, made development presentations, cultivated prospects, and made

personal asks for gifts to the College. Managed college sub-campaigns launched in support of the University's Comprehensive Campaign. Managed the Faculty/Staff campaign. Created publications for the departments and the College.

Assistant to the Director of Development, College of Arts and Sciences 1/96-7/97

One half of a two-person development office until January 1997. From January 1997 until August 1997, was the sole person in the Arts & Sciences development office. During that time, giving to the College increased 55.7% over the previous year. Coordinated an overall fundraising plan for the college. Identified and researched major gift prospects. Met regularly with departmental development committees to develop fundraising and friend-raising strategies for departmental priorities. Managed the Faculty/Staff giving campaign. Managed college sub-campaigns launched in support of the University's Comprehensive Campaign. Maintained VIP lists of alumni and friends of the college and the departments.

WEST GROUP ADVERTISING AGENCY, Atlanta, GA 30309

Media Assistant 7/94-7/95

One half of a two-person full-service media and marketing department of an advertising agency. Conducted research on various markets, compiled information for planning of campaigns, analyzed data and created media plans, conducted media negotiations with magazine representatives, bought media space, wrote requests for proposals, maintained and managed relationships between the agency and magazine representatives, made sure the department ran smoothly. Supervised the Traffic Assistant and a secretary to ensure the various departments within the agency coordinated their efforts effectively. Took part in the development of new business pitches.

Accounts: AT&T Paradyne, DCA, Atlanta Journal Constitution.

UNIVERSITY OF DELAWARE, Newark, DE 19716

Assistant Advertising Director, Venture Magazine 2/93-5/93

Helped create the advertising department for new a college magazine, developed innovative advertising opportunities for clients, developed logging, filing and organizational systems, consulted with clients on both ad space and creative concept, did proofreading, layout, and paste-up. Supervised and coordinated the sales staff, design staff, and the support staff. Coordinated all aspects of advertising for the magazine.

EDUCATION

Georgia State University, Atlanta, GA 30303

Master of Science, Educational Policy Studies Program: Social Foundations of Education.

Currently enrolled. GPA 4.0. Expected completion: December 2005.

University of Delaware, Newark, DE 19711

Bachelor of Arts in English, 1/9/93, GPA: 3.6 in major. Minor in political science, minor in religious studies.

SKILLS

Highly proficient in oral and written communication, public relations, research, analysis, proofreading, computers.

Computer: Macintosh, Windows 95/98/NT/ME. Microsoft Word, WordPerfect, Excel. Quattro Pro, Access, Banner, Oracle, ACT!, Netscape Communicator, MS Internet Explorer, AdWare, Donovan Data System. Working knowledge of Page Maker, Power Point, Corel Presentations, File Maker, HTML and Linux.

PROFESSIONAL DEVELOPMENT

Leadership 2004 Candidate Training hosted by the Red Clay Democrats 2004

21st Century Democrats Political Campaign Training 2004

National River Rally Conference and American Rivers Lobby Day 2004

Association of Arts & Sciences Advancement Professionals (AASAP) National Conference 1997-2001.

Southeast History of Education Society Conference 2001.

Southeast Philosophy of Education Society Conference 2001, 2002.

Supervisory Skills Workshop – Performance Management, GSU Organizational & Employee Development, February 4, 1999

Capital Campaigns in a Nutshell Seminar, Alexander, O'Neill, Haas & Martin, October 9-10, 1997

Proposal Writing Seminar, The Foundation Center November 1, 1996

Fundraising 101 Seminar, Sinclair, Townes & Company April 19, 1996

Advertising Lecture Series, Evening at Emory Program, Emory University, Atlanta, GA 30322 Spring 1995

ACTIVITIES/ACHIEVEMENTS

Chair, Legislative Issues Committee, Georgia for Democracy (2005-present)
Member of the State Committee of the Democratic Party of Georgia (2004-present)
Member of the Board of Directors, Georgia for Democracy (2004-present)
Georgia At-Large Delegate to the Democratic National Convention (2004)
President, Board of Directors, NARAL Pro-Choice Georgia, Inc. 2004-present
Post-seat holder, District 57, post 2, Fulton County Democratic Committee, 2003-present
President, Young Democrats of Fulton County, 2003-present
Vice President, Board of Directors, NARAL Pro-Choice Georgia Education Foundation 2003-present
Platform Chair, Young Democrats of Georgia, 2003-present
Member of the Board of Directors, NARAL Pro-Choice Georgia, Inc. 2003-present
Member of the Board of Directors, NARAL Pro-Choice Georgia Education Foundation, 2002-Present
Programming Chair, Young Democrats of Fulton County, 2002-2003
“Bubble Blast” Event Committee Chair, DIFFA Dining By Design, 2002
Member of the Search Committee for the Dean of the College of Arts and Sciences, Georgia State University, 2002
Member of the College of Arts and Sciences Staff Executive Committee, Georgia State University, 2002-2003
Member of the Executive Committee, Association of Arts and Sciences Advancement Professionals (AASAP), 1999-2003
Member of the Board of Directors, Georgia’s WIN List, 1999-present
Member of the Planning Committee for Georgia State University’s Carter Award Event and Fall Celebration, two large-scale special events
A Georgia State University Company Leader for the 1997 American Heart Association Heart Walk
Published in the Fall 1992 and Spring 1993 editions of Poetic Voices of America, Sparrowgrass Poetry Forum, West Virginia.

CONFERENCE PRESENTATIONS

Presented a paper entitled, “The Development of Women’s Studies Programs in the United States: sowing seeds on infertile soil” at the graduate student symposium entitled *From Re-Presentation to Representation: Writing Women’s History as Moments of Absence and Presence*, held at Georgia State University, March, 2003
Presenter at the “Managing Volunteer Boards” Roundtable session of the 2000 AASAP Conference held in Utah
Presenter at the “Cross-College Collaboration” Roundtable session of the 1999 AASAP Conference held in Oregon
Presented the “Fundraising for Archives” Session at the Society of Georgia Archivists Annual Conference, September 1998
Volunteer Coordinator/Convenor for the “Fundraising for Facilities” session of the 1998 AASAP Conference held in Durham NC in 1998

ORGANIZATIONAL MEMBERSHIPS

American Educational Research Association, AASAP, ASPCA, Audubon Society, Best Friends Animal Sanctuary, Defenders of Wildlife, Earth Justice, Environmental Defense, The Fund for Animals, Georgia Conservancy, Georgia for Democracy, Georgia’s WIN List, The Humane Society of the United States, NARAL Pro-Choice Georgia, National Society of Fundraising Executives, National Wildlife Federation, Nature Conservancy, Rainforest Alliance, The Sierra Club, Southeast History of Education Society, Southeast Philosophy of Education Society, Upper Chattahoochee Riverkeeper, The Wilderness Society, World Wildlife Fund, Young Democrats of Fulton County, Young Democrats of Georgia, Zoo Atlanta.

05-C-0415

(Do Not Write Above This Line)

A COMMUNICATION

BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION APPOINTING
PAGE K. GLEASON TO THE
TREE CONSERVATION COMMISSION
IN THE LAY CITIZEN CATEGORY
FOR A TERM OF TWO (2) YEARS.
COUNCIL CONFIRMATION
REQUIRED.

First Reading

Committee

Date

Chair

Referred To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

- ☐ CONSENT REFER
☐ REGULAR REPORT REFER
☐ ADVERTISE & REFER
☐ 1st ADOPT 2nd READ & REFER
☒ PERSONAL PAPER REFER

Date Referred

3/7/05

Referred To:

CD/HK+COC

Date Referred

Referred To:

Date Referred

Date Referred To:

FINAL COUNCIL ACTION

☐ 2nd

☐ 1st & 2nd

☐ 3rd

Readings

☐ Consent

☐ V Vote

☐ RC Vote

CERTIFIED

MAYOR'S ACTION